



Research Summary

March, 2018

Members describe MVT as....

Description	%
Community Theatre (Intimate/Small/Off Broadway Theatre)	72%
Offers good musicals/classics/performances	40%
Fun experience/friendly	12%

Question: How would you describe Manoa Valley Theatre to a friend?

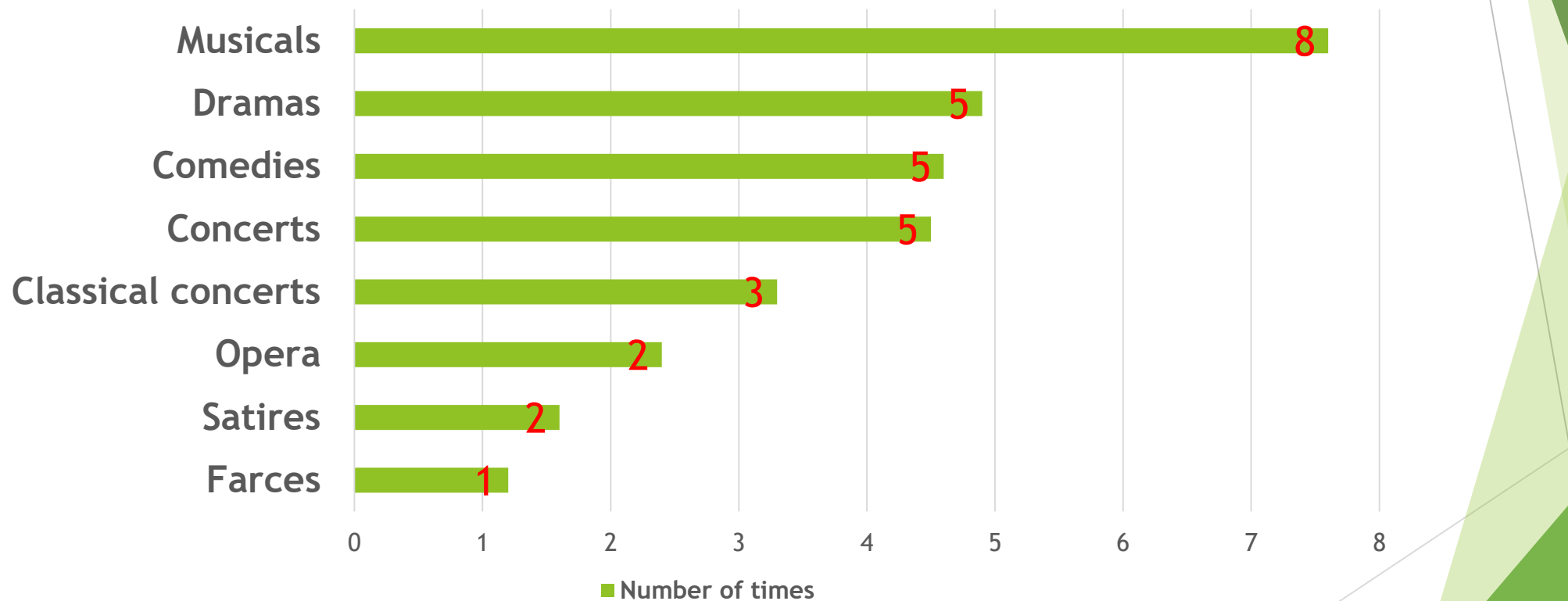
Members see MVT's unique assets..

Description	%
Community Theatre (Intimate/Small/Off Broadway Theatre)	44%
Offers Good Musicals/Classics/Performances	35%
Great seating/Up-close to performances	18%
Convenient location	16%

Question: In your opinion, what are the aspects that make Manoa Valley Theatre unique?

Members attend lots of musicals, but few satires or farces

(Last three years)



Question: How many times have you attended any of the following live entertainment formats in the past 3 years, whether in Hawai'i or elsewhere?

Members attend MVT productions for a variety of reasons

Reason why attend MVT productions	%
Wanted to see a specific show/interested in show	47%
To support the theatre/always excellent shows/friendly	21%
Friend/Family is performing	17%
Hold season tickets	11%

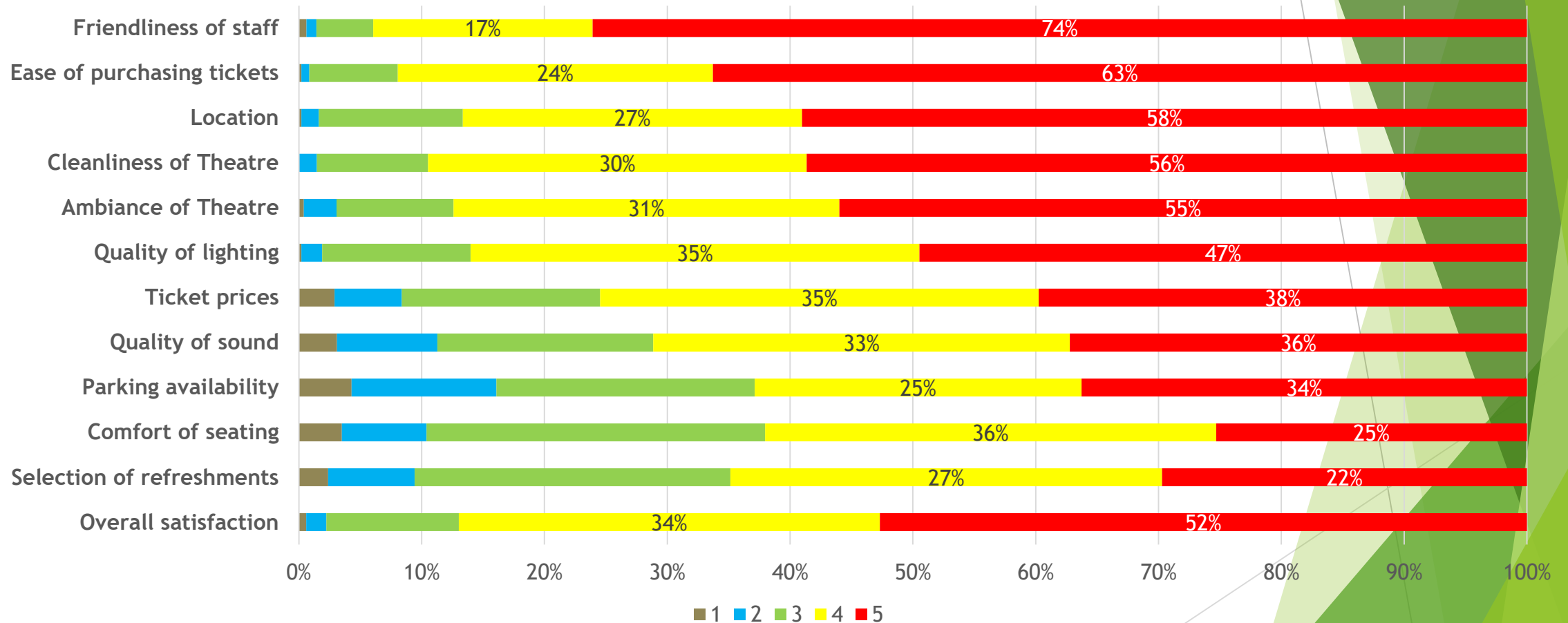
Question: Regarding Manoa Valley Theatre, can you tell me why you attended a production at Manoa Valley Theatre in the past 3 years?

Members like MVT and enjoy the shows

Why are you likely to go?	%
Love Theatre/Support Manoa Valley Theatre	27%
Enjoy the shows/looking forward to future shows	22%
Season ticket holder	14%

Why are you likely NOT to go?	%
Depends on show	15%
Busy with other things	3%

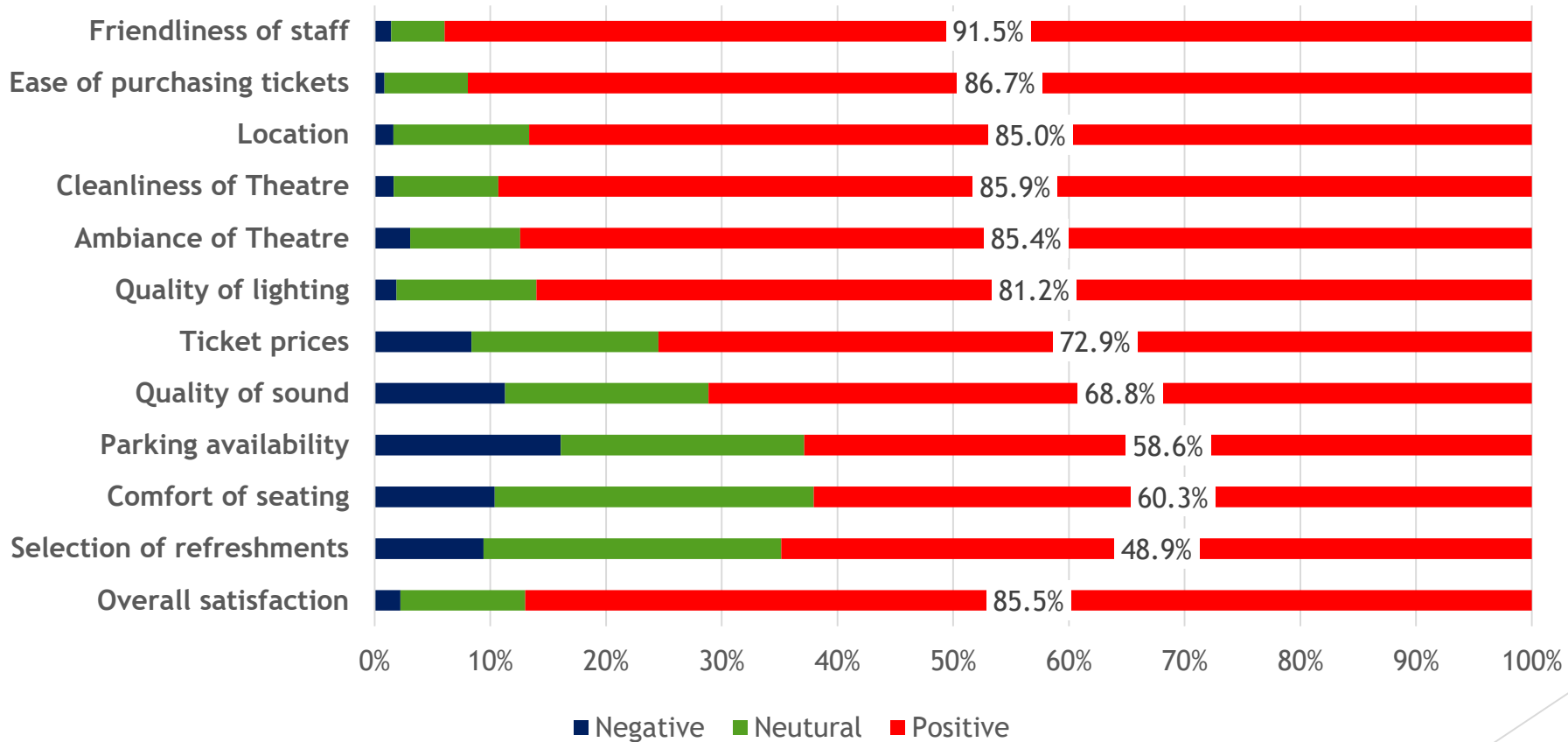
Member satisfaction with MVT varies



Question: On a scale of 1 to 5, where 1 is very dissatisfied regarding Manoa Valley Theatre, and 5 is very satisfied, how satisfied are you with the following.

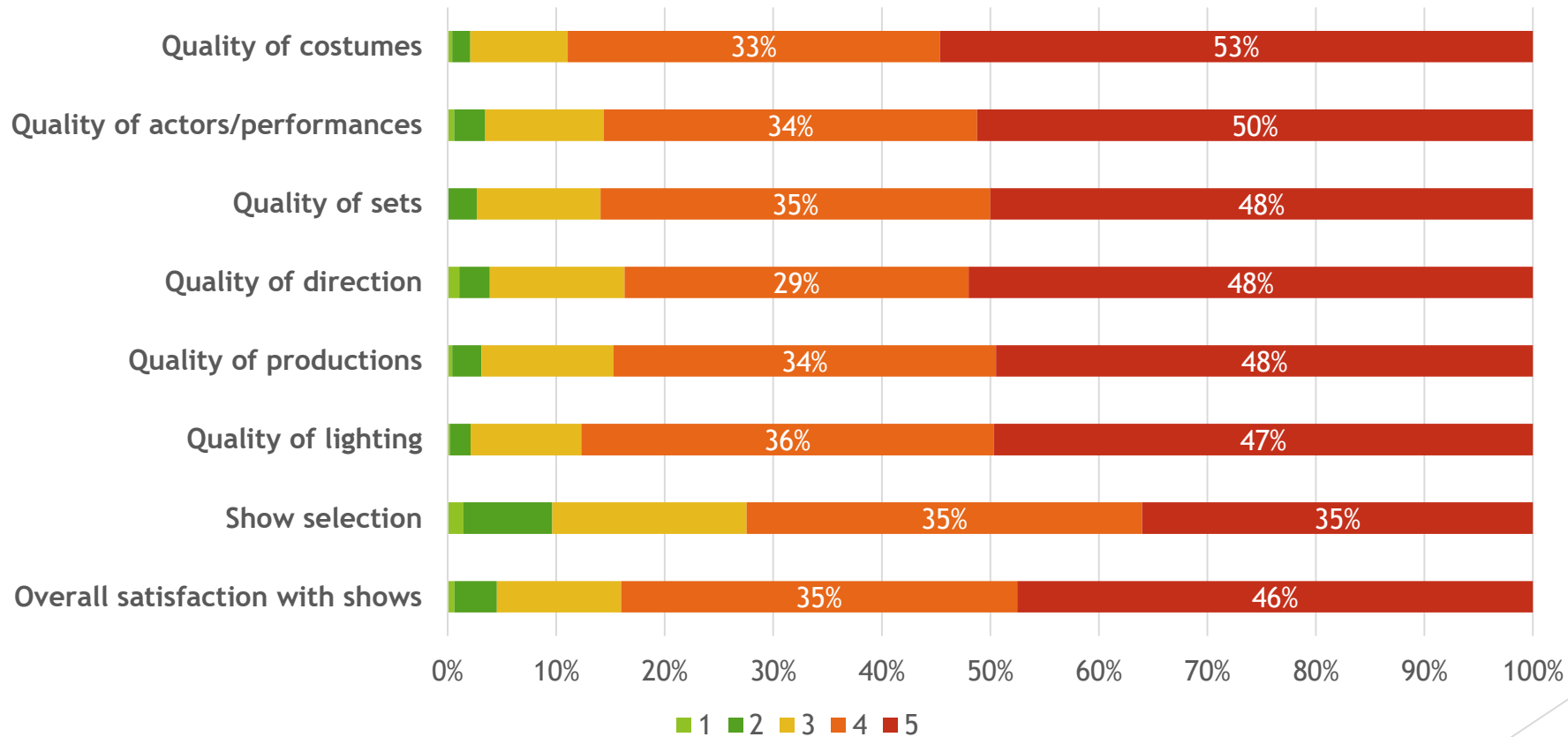
NOTE: Selection of refreshments DK is 25%

Another way of viewing satisfaction with MVT



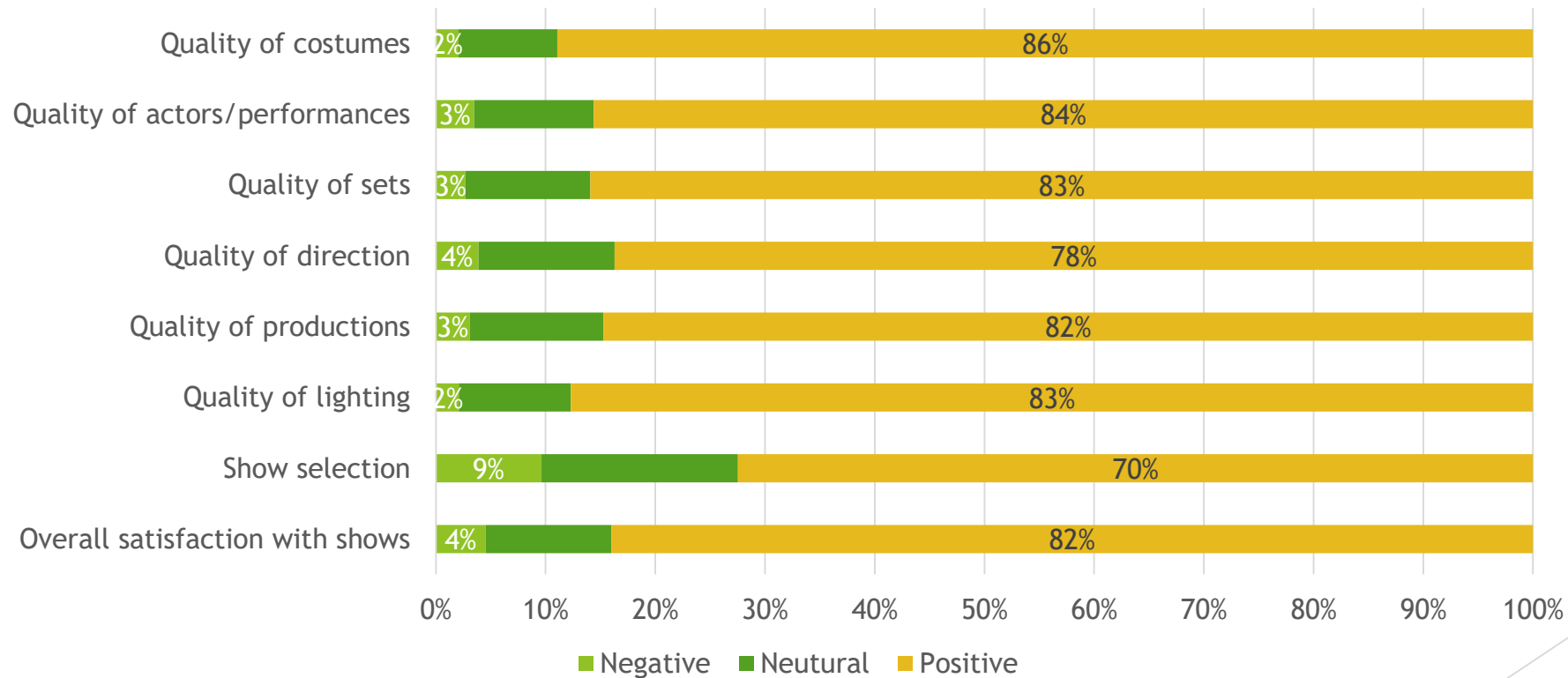
Question: On a scale of 1 to 5, where 1 is very dissatisfied regarding Manoa Valley Theatre, and 5 is very satisfied, how satisfied are you with the following
NOTE: Selection of refreshments DK is 25%

Satisfaction level with MVT productions is also high



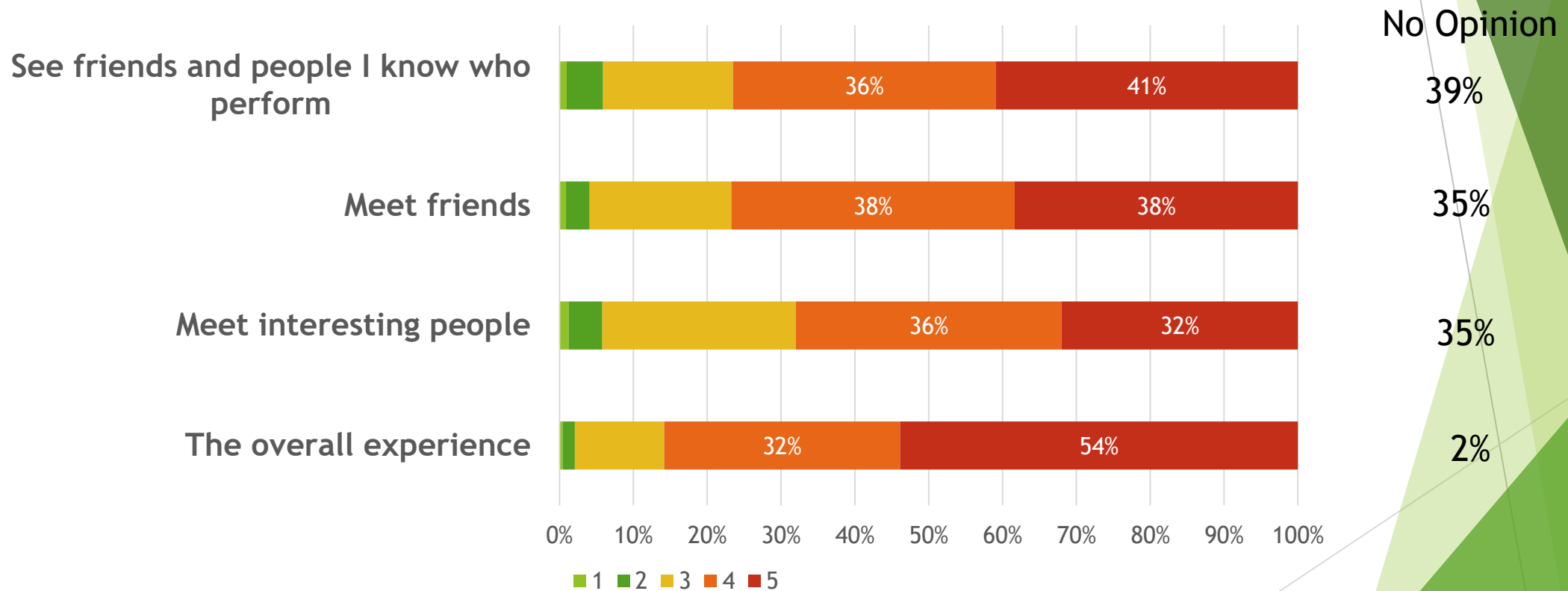
Question: On a scale of 1 to 5, where 1 is very dissatisfied regarding Manoa Valley Theatre, and 5 is very satisfied, how satisfied are you with the productions at Manoa Valley Theatre?

Another view of member satisfaction with MVT productions



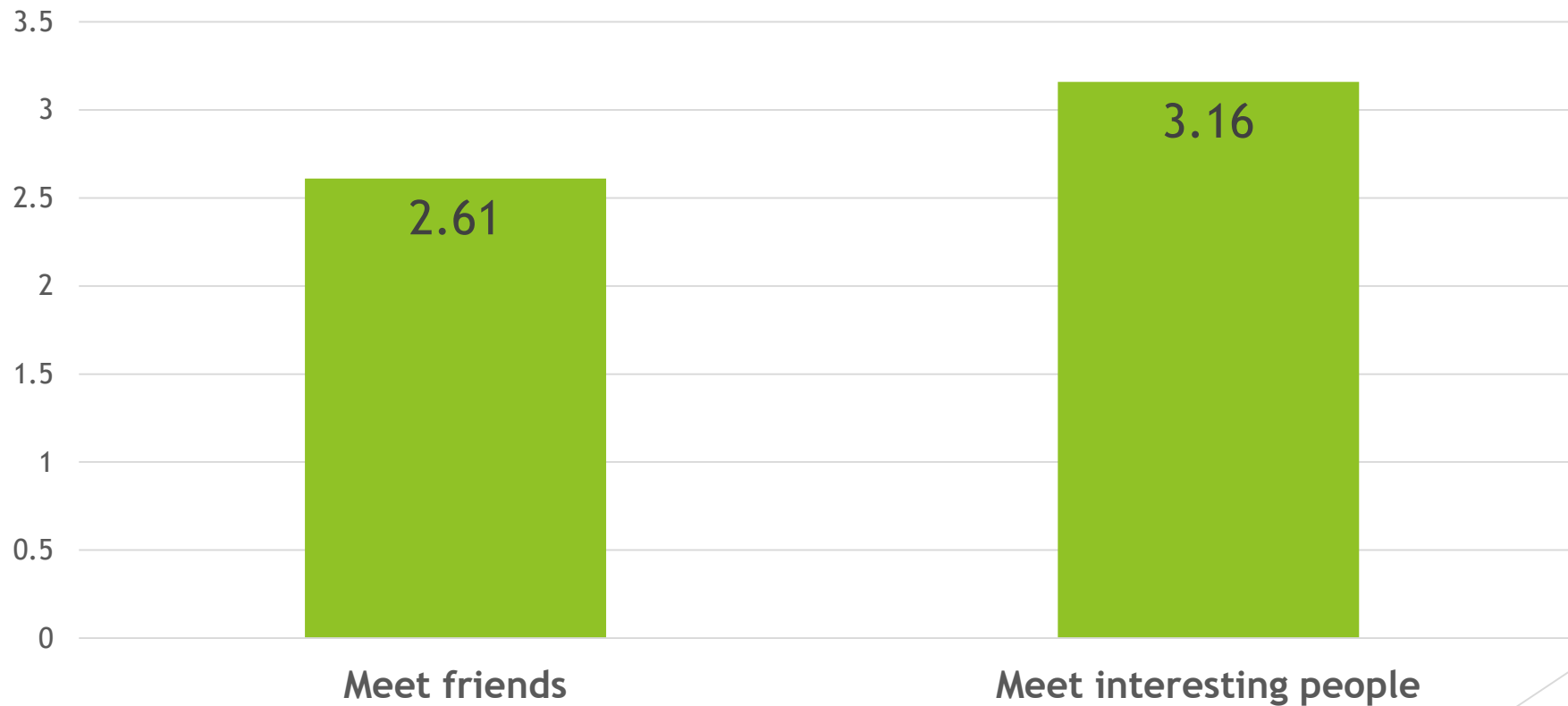
Question: On a scale of 1 to 5, where 1 is very dissatisfied regarding Manoa Valley Theatre, and 5 is very satisfied, how satisfied are you with the productions at Manoa Valley Theatre?

The overall experience of attending performances at MVT is positive

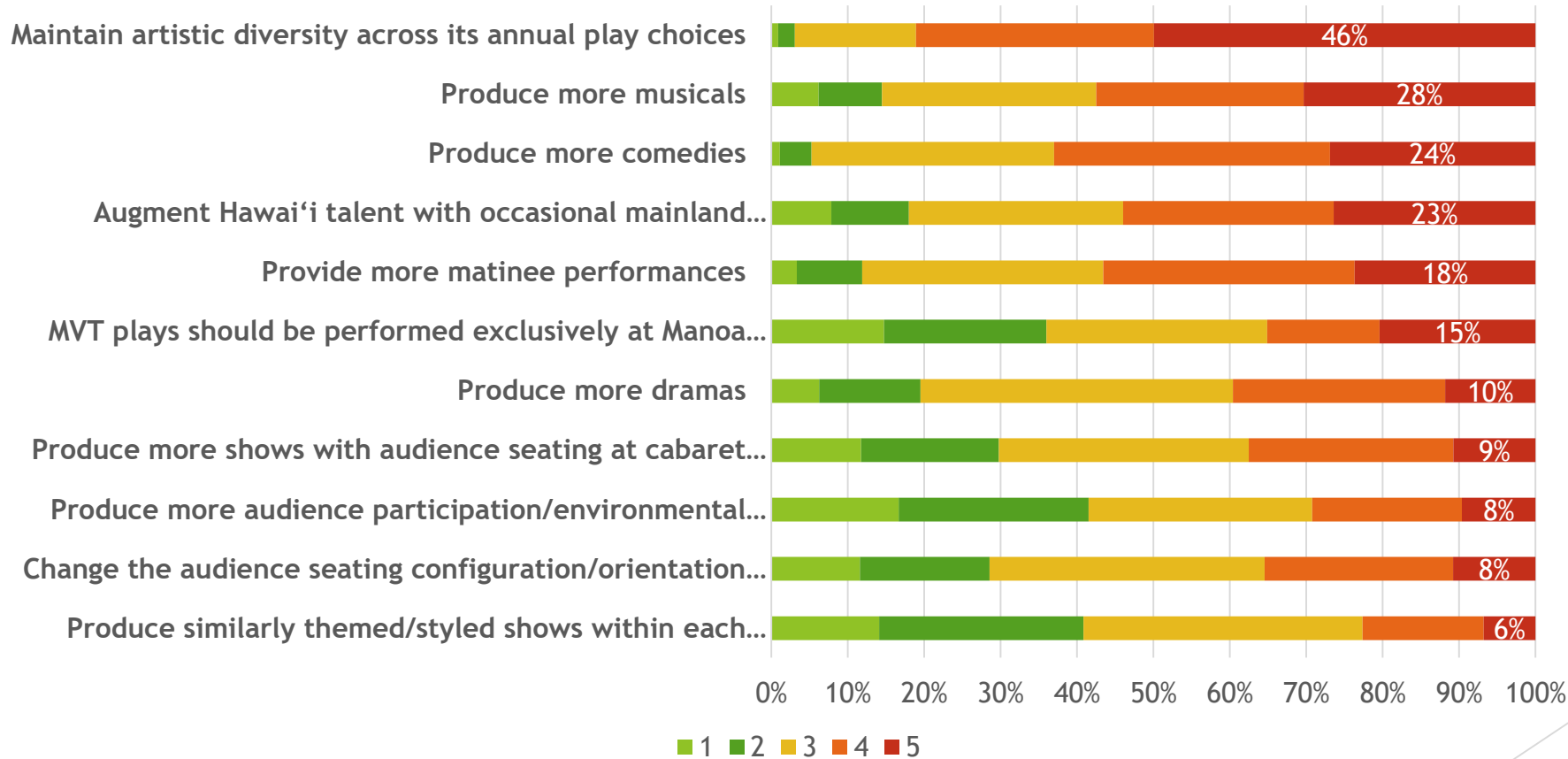


Question: On a scale of 1 to 5, where 1 is very dissatisfied, and 5 is very satisfied, how satisfied are you with the following aspects of attending a performance at Manoa Valley Theatre?

Two factors will influence increases attendance experience satisfaction

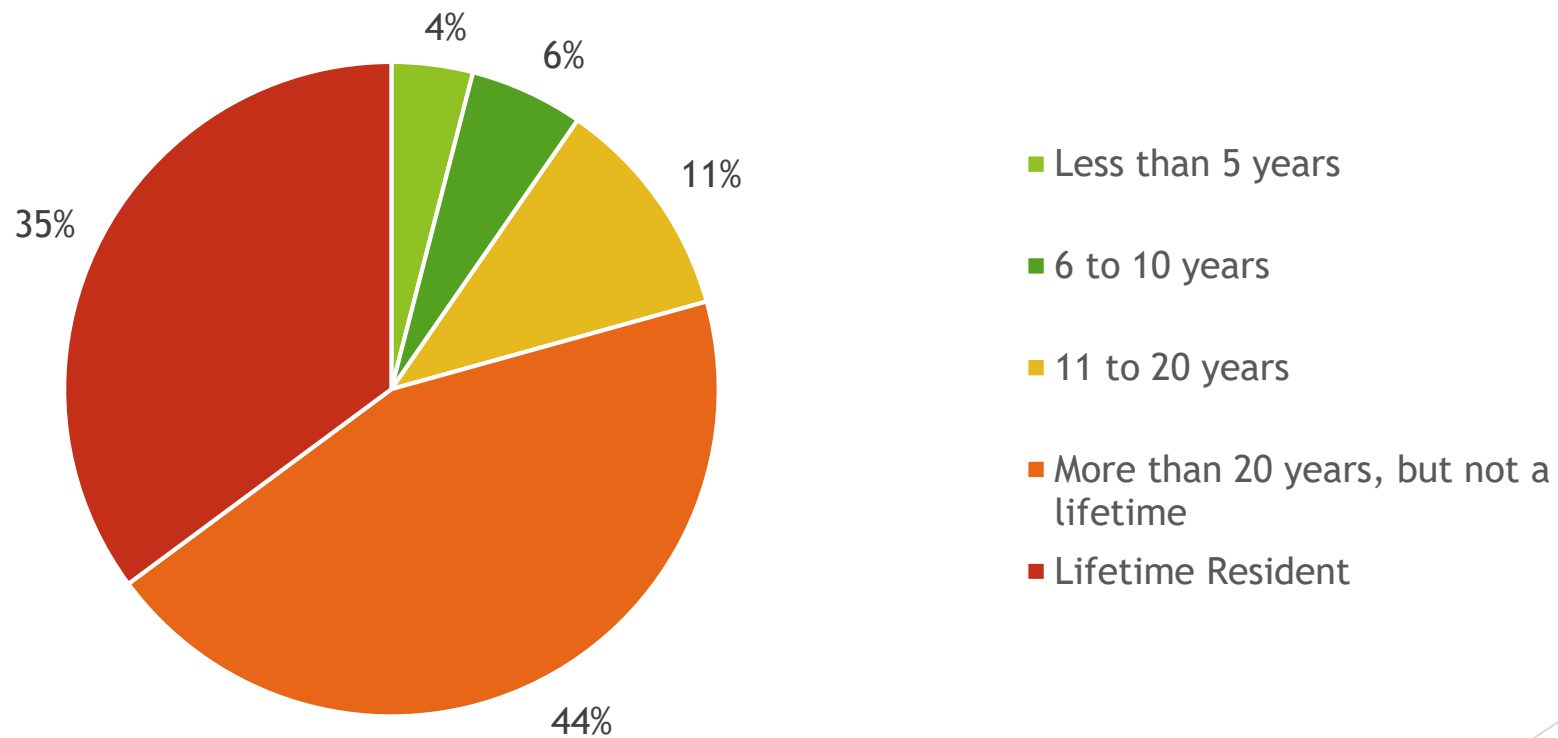


Members identify possible future actions --- diversity and specific production elements

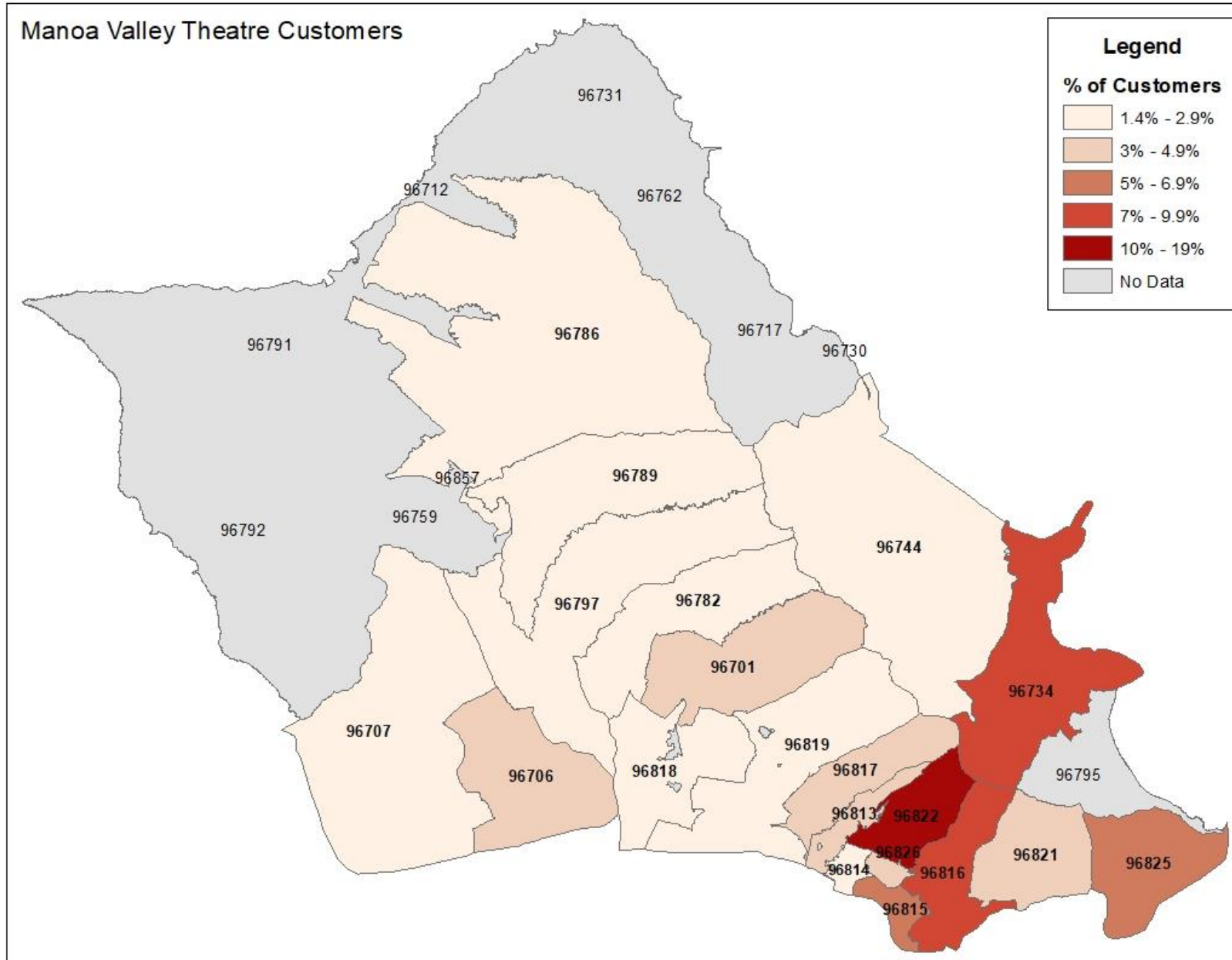


Question: On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree that Manoa Valley Theatre should implement each of the following.

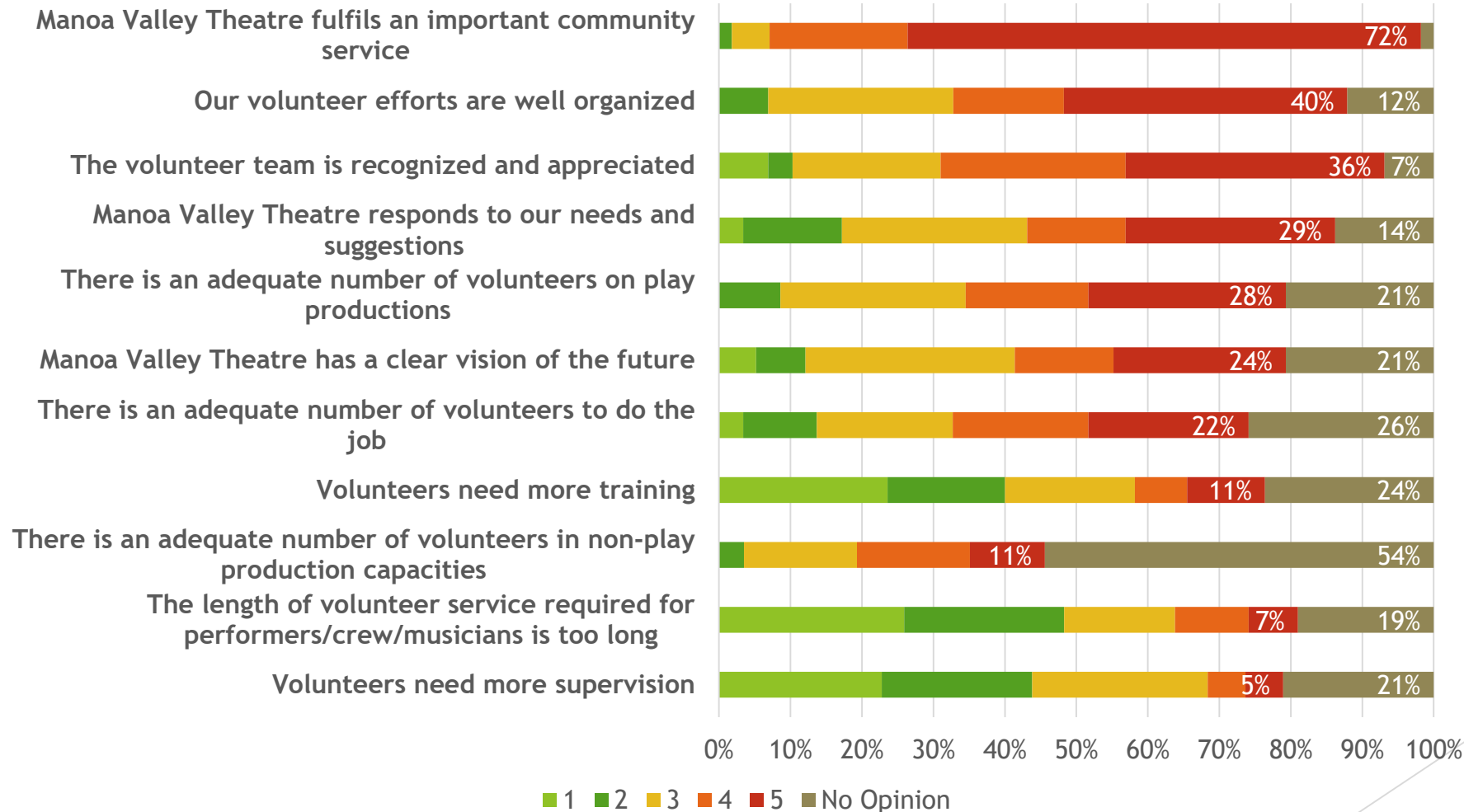
A majority of MVT members are long time or lifetime residents of Hawaii



A majority MVT members reside in Manoa, East Honolulu and Kailua



Volunteers are committed to MVT; have some suggestions



Question: On a scale of 1 to 5, where 1 is do not agree at all and 5 is very strongly agree, how strongly do you agree or disagree with each of the following. (PLEASE SELECT ONE CHOICE PER ROW)

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, leaving a large white central area. The shapes are layered, creating a sense of depth and movement.

Mahalo